

Application No. 09/813,033  
Supplemental Amendment

Customer No. 01933

**Listing of Claims:**

1. (Currently Amended) A marketing research method for at least one of studying and analyzing a printed matter, wherein copies of the printed matter are to be distributed to at least one of specified and unspecified persons, said method comprising:

5 storing ID information for identifying the printed matter and access information obtained for each access to an information resource for the printed matter as a result of an operation of:

(i) optically reading with a reading device an optically readable coded image which is on the printed matter and is obtained by

10 encoding a URL to be used for specifying the information resource on the Internet and which further includes said ID information,

(ii) restoring said URL and said ID information from the read coded image, and (iii) accessing said information resource corresponding to the restored URL via an access device which

15 is connected to said reading device, said printed matter containing a visually readable printed image including at least one of characters and a photographic image and the optically readable coded image; and

20 at least one of studying and analyzing the printed matter, carried out by an issuer of said printed matter as marketing research, by utilizing said ID information and the access information, ~~on the accesses as stored in said information resource.~~

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2. (Previously Presented) The marketing research method according to claim 1, wherein said information resource corresponding to said URL as restored from said coded image is an information resource adapted to allow at least one of studying  
5 and analyzing the printed matter.

3. (Previously Presented) The marketing research method according to claim 2, wherein said URL includes said ID information for identifying said printed matter.

4. (Original) The marketing research method according to claim 3, wherein said ID information includes at least one of a name of the printed matter, a type of the printed matter, a date of distribution of copies of the printed matter, a distribution  
5 area of copies of the printed matter and a purpose of distribution of copies of the printed matter as identifiable information.

5. (Previously Presented) The marketing research method according to claim 1, wherein said URL includes said ID information for identifying said printed matter.

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6. (Original) The marketing research method according to claim 5, wherein said ID information includes at least one of a name of the printed matter, a type of the printed matter, a date of distribution of copies of the printed matter, a distribution  
5 area of copies of the printed matter and a purpose of distribution of copies of the printed matter as identifiable information.

7. (Original) The marketing research method according to claim 1, wherein said coded image further contains a browser starting program for starting a browser for said access device.

8. (Original) The marketing research method according to claim 1, wherein said printed matter is one of a newspaper, a magazine, a book, a journal, a pamphlet, a catalog, a leaflet and a ticket.

9. (Original) The marketing research method according to claim 1, wherein if said printed matter carries at least one of a plurality of articles and advertisements and the at least one of each article and each advertisement shown on the printed matter  
5 is provided with a printed coded image, the URL contained in each of the coded images includes ID information for identifying the

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at least one of the article and the advertisement, whichever appropriate.

10. (Original) The marketing research method according to claim 1, wherein said information resource is an information resource belonging to the issuer of the printed matter.

11. (Previously Presented) The marketing research method according to claim 1, wherein if a plurality of printed matters containing a same advertisement is involved and the advertisement of each of the printed matters is accompanied by a coded image specific to the printed matter, said information resource is an information resource belonging to a sponsor of the advertisement.

12. (Previously Presented) The marketing research method according to claim 1, wherein the access information on the accesses to the information resource includes at least one of a number of accesses, date and time of each of the accesses and data on each person who accessed the information resource.

13. (Original) The marketing research method according to claim 1, wherein said coded image includes information on at least one of a sound, an image and a text in addition to said URL.

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14. (Currently Amended) A printed matter, copies of which are to be distributed to at least one of specified and unspecified persons, said printed matter comprising:

a visually readable printed image including at least one of  
5 characters and a photographic image; and

an optically readable coded image obtained by encoding the a URL to be used for specifying an information resource for the printed matter on the Internet via an access device, wherein said coded image further includes ID information for identifying the  
10 printed matter, and

when said coded image is optically read by a reading device, said URL and said ID information are restored from the read coded image and said information resource corresponding to the restored URL is accessed by said access device, which is connected to  
15 said reading device, wherein said ID information and access information on the accesses to said information resource are utilized by an issuer of said printed matter for performing marketing research for at least one of studying and analyzing the printed matter.

15. (Previously Presented) The printed matter according to claim 14, wherein said information resource corresponding to said URL as restored from said coded image is an information resource

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adapted to allow at least one of studying and analyzing the printed matter.

16. (Previously Presented) The printed matter according to claim 15, wherein said URL includes said ID information for identifying said printed matter.

17. (Original) The printed matter according to claim 16, wherein said ID information includes at least one of a name of the printed matter, a type of the printed matter, a date of distribution of copies of the printed matter, a distribution area of copies of the printed matter and a purpose of distribution of copies of the printed matter as identifiable information.

18. (Previously Presented) The printed matter according to claim 14, wherein said URL includes said ID information for identifying said printed matter.

19. (Original) The printed matter according to claim 18, wherein said ID information includes at least one of a name of the printed matter, a type of the printed matter, a date of distribution of copies of the printed matter, a distribution area of copies of the printed matter and a purpose of distribution of copies of the printed matter as identifiable information.

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20. (Original) The printed matter according to claim 14, wherein said coded image further contains a browser starting program for starting a browser for said access device.

21. (Original) The printed matter according to claim 14, wherein said printed matter is one of a newspaper, a magazine, a book, a journal, a pamphlet, a catalog, a leaflet and a ticket.

22. (Original) The printed matter according to claim 14, wherein if said printed matter carries at least one of a plurality of articles and advertisements and the at least one of each article and each advertisement shown on the printed matter is provided with a printed coded image, the URL contained in each of the coded images further includes ID information for identifying the at least one of the article and the advertisement, whichever appropriate.

23. (Original) The printed matter according to claim 14, wherein said information resource is an information resource belonging to the issuer of the printed matter.

24. (Previously Presented) The printed matter according to claim 14, wherein if a plurality of printed matters containing a same advertisement is involved and the advertisement of each of the printed matters is accompanied by a coded image specific to

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5 the printed matter, said information resource is an information resource belonging to a sponsor of the advertisement.

25. (Previously Presented) The printed matter according to claim 14, wherein the access information on the accesses to the information resource includes at least one of a number of accesses, date and time of each of the accesses and data on each  
5 person who accessed the information resource.

26. (Original) The printed matter according to claim 14, wherein said coded image includes information on at least one of a sound, an image and a text in addition to said URL.

27. (Previously Presented) An information resource to be used in marketing research for at least one of studying and analyzing a printed matter, wherein copies of the printed matter are to be distributed to at least one of specified and  
5 unspecified persons, said information resource comprising:

information transmission means for transmitting, to an access device, information to be displayed on said access device, in response to an access by said access device; and

storage means for storing ID information and access  
10 information obtained for each access to the information resource as a result of an operation of: (i) optically reading with a reading device an optically readable coded image which is on the



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printed matter and is obtained by encoding a URL to be used for specifying the information resource on the Internet and which  
15 further includes said ID information, (ii) restoring said URL and said ID information from the read coded image, and  
(iii) accessing said information resource corresponding to the restored URL via said access device which is connected to said reading device, said printed matter containing a visually  
20 readable printed image including at least one of characters and a photographic image and the optically readable coded image;

wherein the information resource is configured to perform at least one of studying and analyzing the printed matter, carried out by an issuer of said printed matter as the marketing  
25 research, by utilizing said ID information and said access information obtained for each access to the information resource.

28. (Original) The information resource according to claim 27, wherein said information resource is an information resource belonging to the issuer of the printed matter.

29. (Previously Presented) The information resource according to claim 27, wherein if a plurality of printed matters containing a same advertisement is involved and the advertisement of each of the printed matters is accompanied by a coded image  
5 specific to the printed matter, said information resource is an information resource belonging to a sponsor of the advertisement.

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30. (Previously Presented) The information resource according to claim 27, wherein the access information on the accesses to the information resource includes at least one of a number of accesses, date and time of each of the accesses and data on each person who accessed the information resource.